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**UNITED STATES DISTRICT COURT**  
**SOUTHERN DISTRICT OF NEW YORK**

CODING TECHNOLOGIES, LLC,

Plaintiff,

vs.

ICONIX ECOM, LLC, D/B/A OCEAN  
PACIFIC,

Defendant.

**Case No.:**

**COMPLAINT FOR PATENT  
INFRINGEMENT**

**JURY TRIAL DEMANDED**

Plaintiff, CODING TECHNOLOGIES, LLC, sues Defendant, ICONIX ECOM, LLC, and alleges as follows:

**NATURE OF THE ACTION**

1. This is an action for infringement of United States Patent No. 8,540,159 under the Patent Act, 35 U.S.C. § 271, *et seq.*, based on Defendant's unauthorized commercial manufacture, use, importation, offer for sale, and sale of infringing products and services in the United States.

**PARTIES**

2. Plaintiff, CODING TECHNOLOGIES, LLC, is a foreign limited liability company, organized under the laws of the State of Texas.

3. Defendant, ICONIX ECOM, LLC, is a foreign corporation with its headquarters

1 located in New York, New York. Defendant uses, sells, and/or offers to sell products and  
2 services in interstate commerce that infringe the '159 Patent.

3 **SUBJECT MATTER JURISDICTION**

4 4. This court has original jurisdiction over the subject matter of this action, pursuant  
5 to 28 U.S.C. §§ 1331 and 1338(a), because this action involves a federal question relating to  
6 patents.

7 **PERSONAL JURISDICTION**

8 5. The court has general *in personam* jurisdiction over Defendant because Defendant  
9 is a citizen of the State of New York.

10 **VENUE**

11 6. Venue is proper in this court, pursuant to 28 U.S.C. § 1400(b), because Defendant  
12 has a regular and established place of business in this district and resides in this district.

13 **COUNT I**

14 **PATENT INFRINGEMENT**

15 7. Plaintiff repeats and re-alleges paragraphs 2 through 6 by reference, as if fully set  
16 forth herein.

17 8. On September 24, 2013, the United States Patent & Trademark Office (USPTO)  
18 duly and legally issued the '159 Patent, entitled "Method for Providing Mobile Service Using  
19 Code Pattern." A true and authentic copy of the '159 Patent is attached hereto as **Exhibit "A"**  
20 and incorporated herein by reference.

21 9. The '159 Patent teaches a method and apparatus for providing a mobile service  
22 with the use of code pattern.

23 10. The '159 Patent is directed to computerized decoding technologies to provide  
24 users with access to and use of various content more conveniently. Traditionally, companies  
25 simply provided their URL information to the consuming public, but this is effective only if a  
26 consumer memorized the name and spelling of the URL. Thus, there was a need in the art to  
27 provide an effective product or method to assist consumers with recalling website or URL  
28 information.



1 photographic image; decoding the extracted code pattern by the processor of the user terminal  
2 into code information; transmitting a content information request message to a server based on  
3 the code information; and receiving content information from the server in response to the  
4 content information request message.

5 18. Defendant infringes claim 1.

6 19. Defendant, at least in internal use and testing, practices a method of providing  
7 content (*e.g.*, a web page associated with the defendant) with the use of a code pattern (*e.g.*, a  
8 QR code) by a user terminal (*e.g.*, a smartphone), as demonstrated in the following images:





20. Defendant, at least in internal use and testing, obtains a photographic image of a code pattern (e.g., QR code) by a camera of the user terminal (e.g., smartphone).

21. Defendant, at least in internal use and testing, processes by a processor of the user terminal (e.g., smartphone), the photographic image of the code pattern (e.g., QR code) to view and extract the code pattern from the photographic image.

22. Defendant, at least in internal use and testing, decodes the extracted code pattern by the processor of the user terminal from the QR code into code information (e.g., URL of web page associated with the defendant), as shown below:



24. Defendant, at least in internal use and testing, receives content information (*e.g.*, a web page associated with Defendant) from the server (*e.g.*, Defendant's server) in response to the content information request message (*e.g.*, http request message for accessing the webpage associated with Defendant). The terminal (*e.g.*, smartphone) receives content information (*e.g.*, webpage associated with Defendant).

25. Through claim 2, the ‘159 Patent claims the method of claim 1, wherein the content information comprises at least one of the following: image, sound, moving picture, and text data.

27. Defendant uses a user terminal to receive content information that comprises image and text data.

28. Through claim 3, the ‘159 Patent claims the method of claim 1, wherein the transmitting a content information request message includes: extracting a uniform resource locator (URL) of the server from the code information; and transmitting the content information request message to the server based on the extracted URL.

30. Defendant transmits a content information request message (*e.g.*, http request message for accessing the webpage associate with Defendant) which includes extracting URL of the server and transmitting the content information request message (*e.g.*, http request message for accessing the webpage associate with Defendant) to the server (*e.g.*, Defendant's server) based on the extracted URL.

*Claim 8*

31. Through claim 8, the '159 Patent claims a user terminal for providing content with the use of a code pattern, the user terminal comprising: a camera configured to obtain a photographic image of a code pattern; a processor comprising: an image processor configured to process the photographic image of the code pattern to extract the code pattern from the photographic image; and a decoder configured to decode the extracted code pattern into code information; and a transceiver configured to (i) transmit a content information request message to a server based on the code information; and (ii) receive content information from the server in response to the content information request message.

32. Defendant infringes claim 8.

33. Defendant, at least in internal use and testing, uses a user terminal (*e.g.*, smartphone) for providing content (*e.g.*, a web page associated with Defendant) with the use of a code pattern (*e.g.*, QR code).

34. Defendant uses a user terminal comprising a camera configured to obtain a photographic image of a code pattern (*e.g.*, QR code).

35. Defendant uses a user terminal comprising a processor which in turn comprises an image processor configured to process the photographic image of the code pattern (*e.g.*, QR code) to extract the code pattern (*e.g.*, QR code) from the photographic image. Once the photographic image of the QR code is captured by the camera of the smartphone, the photographic image is processed to retrieve the QR code. The retrieved QR code can be viewed on the user interface screen of the smartphone.

36. Defendant uses a user terminal (*e.g.*, smartphone) comprising a decoder that is configured to decode the extracted code pattern (*e.g.*, QR code) into code information (*e.g.*, URL of web page associated with Defendant).

37. Defendant uses a user terminal comprising a transceiver (*e.g.*, FDD- LTE/TDD - LTE/CDMA/EDGE transceiver) which is configured to transmit or receive a content information request message (*e.g.*, http request message for accessing the webpage associated with Defendant) to a server (*e.g.*, Defendant's server) based on the code information (*e.g.*, URL

of the webpage associated with Defendant). As shown below, once the URL is decoded from the extracted QR code, a request or response for accessing a webpage associated with Defendant is sent to Defendant's server by means of transceiver of the smartphone:

### iPhone 7

Overview iOS Tech Specs Buy

#### Cellular and Wireless

Model A1660\*

Model A1661\*

FDD-LTE (Bands 1, 2, 3, 4, 5, 7, 8, 12, 13, 17, 18, 19, 20, 25, 26, 27, 28, 29, 30)

TD-LTE (Bands 38, 39, 40, 41)

TD-SCDMA 1900 (F), 2000 (A)

CDMA EV-DO Rev. A (800, 1900, 2100 MHz)

UMTS/HSPA+/DC-HSDPA (850, 900, 1700/2100, 1900, 2100 MHz)

GSM/EDGE (850, 900, 1800, 1900 MHz)

Model A1778\*

Model A1784\*

Models A1778 and A1784 do not support CDMA networks, such as those used by Verizon and Sprint.

FDD-LTE (Bands 1, 2, 3, 4, 5, 7, 8, 12, 13, 17, 18, 19, 20, 25, 26, 27, 28, 29, 30)

TD-LTE (Bands 38, 39, 40, 41)

UMTS/HSPA+/DC-HSDPA (850, 900, 1700/2100, 1900, 2100 MHz)

GSM/EDGE (850, 900, 1800, 1900 MHz)

### ***Claim 9***

38. Through claim 9, the '159 Patent claims the user terminal of claim 8, wherein the content information comprises at least one of the following: image, sound, moving picture, and text data.

39. Defendant infringes claim 9.

40. Defendant uses a user terminal to receive content information that comprises image and text data.

### ***Claim 10***

41. Through claim 10, the '159 Patent claims the user terminal of claim 8, wherein: the processor is further configured to extract a uniform resource locator (URL) of the server from the code information; and the transceiver is further configured to transmit the content information request message to the server based on the extracted URL.

42. Defendant infringes claim 10.

43. Defendant uses a user terminal (*e.g.*, smartphone) that is configured to extract a uniform resource locator (URL) of the server (*e.g.*, Defendant's server) from the code

1 information (*e.g.*, URL of web page associated with Defendant).

2 44. Defendant uses a user terminal (*e.g.*, smartphone) comprising a transceiver  
3 configured to transmit the content information request message (*e.g.*, http request message for  
4 accessing the webpage associate with Defendant) to the server (*e.g.*, Defendant's server) based  
5 on the extracted URL.

6 ***Claim 15***

7 45. Through claim 15, the '159 Patent claims a non-transitory machine-readable  
8 storage medium, having encoded thereon program code, wherein, when the program code is  
9 executed by a machine, the machine implements a method for providing content with the use of  
10 a code pattern by a user terminal, comprising the steps of: obtaining a photographic image of a  
11 code pattern by a camera of the user terminal; processing, by a processor of the user terminal,  
12 the photographic image of the code pattern to extract the code pattern from the photographic  
13 image; decoding the extracted code pattern by the processor of the user terminal into code  
14 information; transmitting a content information request message to a server based on the code  
15 information; and receiving content information from the server in response to the content  
16 information request message.

17 46. Defendant infringes claim 15.

18 47. Defendant, at least in internal use and testing, practices a method of providing  
19 content (*e.g.*, a webpage associated with Defendant) with the use of a code pattern (*e.g.*, a QR  
20 code) by a user terminal (*e.g.*, a smartphone).

21 48. Defendant, at least in internal use and testing, obtains a photographic image of a  
22 code pattern (*e.g.*, QR code) by a camera of the user terminal (*e.g.*, smartphone).

23 49. Defendant, at least in internal use and testing, uses a processor of the user  
24 terminal (*e.g.*, smartphone) to processes the photographic image of the code pattern (*e.g.*, QR  
25 code) to extract the code pattern from the photographic image.

26 50. Defendant, at least in internal use and testing, decodes the extracted code pattern  
27 by the processor of the user terminal into code information (*e.g.*, URL of web page associated  
28 with Defendant).

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1           59. Defendant's acts of infringement of the '159 Patent have caused and will continue  
2 to cause Plaintiff damages for which Plaintiff is entitled to compensation pursuant to 35 U.S.C. §  
3 284.

4           60. Defendant's acts of infringement of the '159 Patent have caused and will continue  
5 to cause Plaintiff immediate and irreparable harm unless such infringing activities are also  
6 enjoined by this court pursuant to 35 U.S.C. § 283. Plaintiff has no adequate remedy at law.

7           61. Upon information and belief, the '159 Patent, at all times material, was and is in  
8 compliance with 35 U.S.C. § 287.

9           62. Plaintiff retained the law firm of WATSON LLP to represent its interests in this  
10 action and is obligated to pay such firm reasonable attorneys' fees for its services. Plaintiff may  
11 recover its attorneys' fees and costs from Defendant, pursuant to 35 U.S.C. § 285, because this  
12 case is exceptional.

13           **WHEREFORE**, Plaintiff, CODING TECHNOLOGIES, LLC, demands judgment  
14 against Defendant, ICONIX ECOM, LLC, and respectfully seeks the entry of an order (i)  
15 adjudging that Defendant has infringed the '159 Patent, in violation of 35 U.S.C. § 271; (ii)  
16 granting an injunction enjoining Defendant, its employees, agents, officers, directors, attorneys,  
17 successors, affiliates, subsidiaries and assigns, and all of those in active concert and participation  
18 with any of the foregoing persons or entities from infringing, contributing to the infringement of,  
19 or inducing infringement of the '159 Patent; (iii) ordering Defendant to account and pay  
20 damages adequate to compensate Plaintiff for Defendant's infringement of the '159 Patent, with  
21 pre-judgment and post-judgment interest and costs, pursuant to 35 U.S.C. § 284; (iv) ordering  
22 that the damages award be increased up to three times the actual amount assessed, pursuant to 35  
23 U.S.C. § 284; (v) declaring this case exceptional and awarding Plaintiff its reasonable attorneys'  
24 fees, pursuant to 35 U.S.C. § 285; and, (vi) awarding such other and further relief as this court  
25 deems just and proper.

26  
27 **DATED** on January 4, 2019  
28

1 Respectfully submitted,

2 WATSON LLP

3  
4 /s/ Coleman W. Watson

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